

The Peoples Ice and Produce Company

PURE ICE

Made from Deming's 99.99

Ask for yellow ice card

Patronize Home Industry

C. H. Brown, Mgr.



They all see it now what Henry Ford saw years ago—that the light, strong, quality car, sold at a low price, best meets the demands of all the people. Now they're all following where Henry Ford led.

Five hundred dollars is the price of the Ford run-about; the touring car is five fifty; the town car seven fifty—f. o. b. Detroit, complete with equipment. Get catalog and particulars from

JAMES S. KERL,
Deming, New Mexico.
Agent,

C. E. Miesse, Pres. Mimbres Valley Alfalfa Farms Company D. S. Robbins, Surveyor and Engineer

**MIESSE-ROBBINS
REALTY & ENGINEERING COMPANY
MIMBRES VALLEY LANDS**

Chicago, Illinois OFFICES: Deming, New Mexico
MAHONEY BUILDING

DEESZ AND WILLISTON ENGINEERS

Civil, Electrical, Irrigation, Hydraulic

Reports, Plans, Specifications, Surveys, Superintendence.

Estimates, and Valuations.

Room 3, Mahoney Building

PHONE 161

DEMING, NEW MEXICO.



Not Every Individual realizes just how much help a good bank can be to him. It needs actual experience of a bank account to make one appreciate its comfort, convenience, safety, profit and general satisfaction. Why not try our service? We know you will be pleased.

FIRST STATE BANK
DEMING, NEW MEXICO

Capital Stock \$30,000.00

Legal blanks, the right kind, at this office

THAT THIRST HUNCH

Doesn't this hot weather remind you more and more that your thirst is unsatisfied. Here is a hot weather hunch.

COME TO OUR FOUNTAIN

Bring your friends and have a comfortable seat at the tables and let us serve you a delicious soda, made from pure fruit syrups, smooth, rich ice cream and pure, sparkling, frigid soda water.

We are serving some new drinks this season that are real thirst quenchers, also all of the old and popular drinks and sundaes.

Ask for your favorite drink we will serve it in a manner that will please you.

For those good soda drinks that are served right, come to our fountain.

ROSSER DRUG COMPANY

PHONE 15

C. B. ROSSER, Manager

PRESCRIPTION DRUGGISTS

Purest
Water

In the Heart of the Pumping
for Irrigation District

Surest
Returns



Be your own rain maker. Live where farming is a pleasure, where profits are large, where you can work out of doors every day in the year. The Mimbres Valley is the place, write for particulars, and any information you may desire to,

Best
Soil

Mimbres Valley Alfalfa Farms Co.

Deming,

New Mexico

Only
System

Chase & Sanborn's
HIGH GRADE
COFFEE

Poor coffee is an unwholesome drink. To begin the day by drinking it clouds an otherwise cheerful mind. See to it, then, that you have Chase & Sanborn's High Grade Coffee with its fragrant aroma and perfect color.

FOR SALE BY THE
DEMING MERCANTILE CO.

Moving, Packing, shipping, and storage. Sam Watkins Fuel and Transfer Co.

George B. Ryan was a visitor in the city one day this week.

Prof. G. J. Cochrane of the State College, spent a few days in the city this week visiting friends.

Mrs. William Green of Medora, N. D., is in the city for the purpose of making a location in the Mimbres Valley.

LINDAUER MERCANTILE CO.
HOLDING BIG SPECIAL SALE

The Pioneer firm of the Lindauer Mercantile company have on display an excellent line of silk hosiery for men, women and children and this enterprising firm had added two new lines of guaranteed hosiery, the "Buster Brown," and the "Munich," patented garter attachment hosiery, which is a new idea in silk hosiery, filling a long felt need; guaranteed not to drop stitches which so frequently happen in fastening the garter to the plain welt of the hose. The hosiery of the fastener are silver and gold plated and will not rust.

Until Saturday, June 13, inclusive the Lindauer Mercantile company will have on sale their entire stock of famous "Kabo" corsets at greatly reduced prices. Besides these special bargains there are hundreds of other bargains at the Lindauer Mercantile handsome store on Gold Avenue and Pine street with a sufficient number of experienced and courteous clerks to wait upon you.

D. L. Anthony of Cleveland, Ohio, is a visitor in the city looking over lands in the valley.

O. H. Cooper, cashier of the First State bank, went to El Paso Monday on a short business trip.

J. G. Love has been appointed telegraph operator at the local Santa Fe offices on the day shift.

FINE RACING PROGRAM AT
ALBUQUERQUE STATE FAIR

After two years of indifferent track programs real racing is to be revived at the state fair at Albuquerque this year, October 5 to 10 inclusive. Albuquerque has been attached to the Denver-Pueblo racing circuit, and meetings will be held on the circuit right up to the time of the fair, so that a large string of the best horses in the country will compete for the \$8,000 in purses offered by the state fair commission. It will be good news to the lovers of the sport of kings and there will be five days of big harness and running races of the Albuquerque track. In addition to the \$8,000 which the commission has offered, stake races amounting to \$2000 more are being negotiated for and it is likely the total purse for the meeting will reach \$15,000. A number of horses already are working out on the state fair track, and all of the early entry events, the high priced harness races, have filled.

J. P. Pausson, a prominent business man of Denver, Colo., arrived in the city Monday and while here visited the chamber of commerce.

Mr. and Mrs. J. G. Hood of New York City, arrived here Tuesday and will spend a few days with friends in Deming on their way to the Pacific coast.

R. C. Ely's Lecture

(Continued from last week)

"If we are to bring back to our people and to our country a race of thrifty, industrious money saving men who will retain wealth, we must inspire and develop this love of the land. The farmer does not grow immensely rich and the great mass of people throughout country never will become rich. The great mass of people who live in this country, practically die penniless. I presume that the majority of the men and women past sixty years of age have not accumulated enough of property in a life-time of endeavor to permit of their retiring from active work and living in their own homes on the earnings of their accumulations. That is not right. If a man has fertile soil and a seasonable climate and year after year produces no crops his failure must be attributed to himself.

"If teachers of America during the past few generations have year after year been turning out of the schools of this country boys and girls of increasingly extravagant notions of living they have been producing the wrong kind of crops, and have not been delivering the goods. When I have made this statement before I have been asked frequently if the mothers and fathers of the country do not at least share responsibility with the teachers? But who are responsible for the failures of the parents of today if not the teachers of an earlier day? It is a glorious calling: this profession of training the young of our land, but you are not entitled to the glories unless you are willing to assume the responsibilities, and the greatest responsibility resting upon you is to produce, not a kidglove, mamby-pamby race of spenders, but a race of thrifty, frugal and work-loving people who are not afraid of dirt in any honest calling, and who would rather accumulate wealth by producing it than by skinning it off their neighbors. Some boys love books and are designed by nature for the professions; some are natural tradesmen and will excel in this; some are natural mechanics and will fit best into this line of work if properly trained; but there are thousands of boys who think they should only be farmers if they can't be any thing else because they hear it at home and at school and every where they go, who otherwise would become tillers of the soil. As a matter of fact, there is no place in chemistry, physics, mechanics, botany and science. There is no place where he can use his mathematics, and general culture; there is no place where he can use his powers of clear thinking to better advantage or will find more demand for good, sound, common sense than on a farm; there can be no nobler calling for the young man than that of helping to produce food for the human family.

"I would like to see a school farm made a part of every public school in this state. I would like to see the teacher employed not by the month, or by the term, or by the year, but for years for life and given the management of a school garden. I would have this part of the school run the year round. I would like to see the children grow up under the fostering care of thoroughly sensible men and women to whom we could entrust their training until habits, honest endeavor and frugal living become a part of their very beings. I would like to see every girl and boy learn to love the low of the cow, the smell of the soil and the hum of the honey bee.

"I would like to see you not trying to teach agriculture, but to instill the spirit of the soil and of the farm into the youth of our land so that the people of our state might cease to be importers of dairy and poultry products and become producers of their own food stuff; and the time would come to the people of New Mexico when their banks would burst with the money of small depositors, and the rate of interest would fall from ten to five or six per cent, because we would then be lenders of money rather than borrowers. Our native people are natural farmers; they love the soil and are happy and skillful in applying water in irrigation. Such an adaptation of our schools to present day needs would reach the larger half of the people of our commonwealth and wonderfully promote their advancement as productive citizens. The uplift which it would give to them would in itself justify the modification of our present day methods and the expenditure of a vast amount of money."

To Attend Banquet

E. B. Garcia, of the Deming Dye works, left Tuesday evening for Los Angeles, Calif., where he will attend the annual alumni banquet of the University of Southern California. Mr. Garcia will be one of the speakers at the banquet and will respond to the toast, "College Ideals versus Alumni Realities." He will return to Deming next week, when it is rumored that he will bring a wife with him.